2 GAL 526

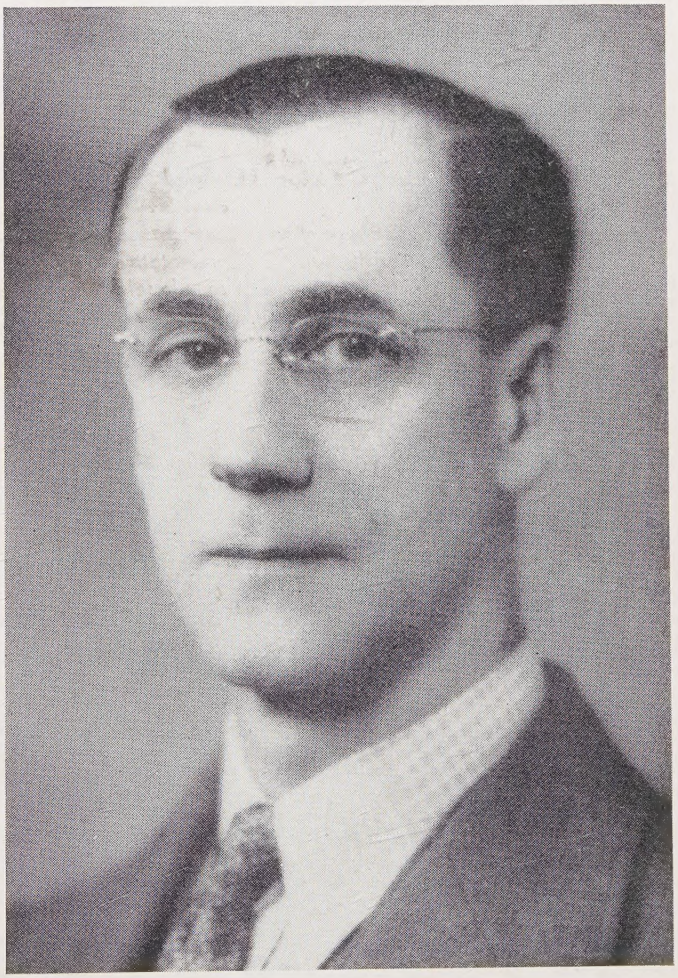
THE FLORIDA OPTOMETRIST

RETURN TO CENTRAL LIBRARY

BOSTON MEDICAL JUN 5 1963 LIBRARY

VOLUME VI
NUMBER IV

JULY-AUGUST
1949



DR. S. B. SCHUMACHER

FLORIDA OPTOMETRIC ASSOCIATION

Gay Braid

new style . . new color . . for . . .

. . FLEXIBLE CASES

Gay Braid is a smart, decorative treatment that's entirely new . . . a gay, dual-color braid surrounding the outer edge of AO Flexible Cases. Blending with the over-all case colors, the braided edge is available in four color combinations: Red and white (for red cases), blue and white (for blue cases), brown and white (for brown cases), and brown and tan (for saddle tan cases). This myriad of harmonious hues adds distinctive new style and beauty to cases that are already noted because of their design, color, and rich, luxurious materials.

American Optical
COMPANY

Ask your AO Representative to show you complete sample selection.

Hygrade Optical Co., Inc.

INDEPENDENT SUPPLY HOUSE

30 East 23rd Street

NEW YORK 10, N. Y.

ACCURATE ℞ SERVICE

Suppliers of All Standard Make Frames — Lenses and Materials, Ophthalmic Equipment and Machinery

Fastest Growing ℞ House in the East

QUALITY Manufacturing Opticians SERVICE

THE FLORIDA OPTOMETRIST

Published bi-monthly at Miami Beach, Florida—dedicated to the interest and advancement of Optometry in the State of Florida.

Vol.6 July-August No. 4

DR. S. G. SCHNEIDER.....*Editor*

DR. KARL EYCHANER.....*Executive Treasurer and Secretary*

EDITORIAL STAFF

Dr. Charles A. Basehoar.....Orlando

Dr. Frank Broome.....Jacksonville

Dr. Thomas Cost.....Kissimmee

Dr. Joseph Hirsch.....Tampa

Dr. Edward A. Johnson.....Orlando

Dr. N. A. McKinnon.....Pensacola

Editorial Address:
528 Lincoln Road, Miami Beach, Florida

Business Address:
910 Tampa Theatre Bldg., Tampa, Florida

FLORIDA OPTOMETRIC ASSOCIATION

Dr. S. B. Schumacher, *President*
Jacksonville
Dr. Leonard Haskin, *1st Vice-President*
Miami
Dr. John Keene, *2nd Vice-President*
Orlando
Dr. Tom Moore, *3rd Vice-President*
Tallahassee
Dr. A. H. Holloway, *Secretary-Treasurer*
St. Petersburg

(EXECUTIVE BOARD)

Dr. Leonard Barker
Orlando
Dr. Keith McEwen
West Palm Beach
Dr. Walter C. Kennedy
Sarasota

DR. S. B. SCHUMACHER
President — FOA

During his forty years in Optometry, Dr. S. B. Schumacher, newly elected president of the Florida Optometric Association, has spent most all of them in the advancement of the profession. Dr. Schumacher, who will celebrate his 61st birthday this coming August, was born in New Bedford, Massachusetts. In 1903 he entered the employ of Charles W. Hurll, Optician. In 1909, the doctor graduated from Philadelphia Optical College. Graduation was followed by three years of practice in Hazleton, Pennsylvania. Dr. Schumacher is credited with being one of the first to adopt the term "optometrists".

In 1912 he returned to Massachusetts, where he was married. Shortly thereafter, Dr. "Steve" resumed practice in Pittsburgh. There he entered into Reserve Officer Training and upon graduation was assigned to the 26th Division. He served with the 26th during the first World War, overseas.

Upon his return to the States he became associated with Dr. Howard Doan of Boston, Massachusetts, for several months. Then, entered the Lynn Hospital of General Electric Company in charge of Industrial Optometry.

When the depression hit New England in 1925, Dr. S. ventured to Florida to seek his fortune.

In Jacksonville he became associated with the newly formed Keene Co. and remained with them for seventeen years. He later became associated with the late Dr. Frank Hadley.

In 1944, Dr. Schumacher opened his present offices in the Professional Building in Jacksonville.

In civic life, he is Past President of the Jacksonville Executive's Association, Past President of the Murry Hill Civic Club, Member Post #9 American Legion, Moose, Masons, and member of the Episcopal Church.

FLORIDA STATE BOARD OF OPTOMETRY: President—Dr. H. C. Bumpous, St. Petersburg; Vice-President—Dr. R. R. Bradford, Miami Beach; Secretary-Treasurer—Dr. W. F. Davey, Daytona Beach; Members—Dr. G. T. Newberry, Panama City. Dr. J. M. Morqus, Arcadia.

ORANGE COUNTY OPTOMETRIC ASSOCIATION: President—Dr. Earle Lowry, Orlando; Vice-President—Dr. Paul Kessler, Orlando; Secretary—Dr. Edward A. Johnson, Orlando.

NORTHEAST FLORIDA OPTOMETRIC ASSOCIATION: Dr. Jack Anderson, President. Dr. Marshall Wright, Vice-President; Dr. Jacqueline Turner, Secretary - Treasurer. Directors—Dr. S. B. Schumacher, Dr. James F. Loomis and Dr. John Daly.

FLORIDA WEST COAST ASSOCIATION: President—Dr. K. K. Eychaner, Tampa; Vice-President—Dr. G. Capps, Plant City; Secretary—Dr. Joseph Hirsch, Tampa; Treasurer—Dr. Donald Babcock.

FLORIDA CENTRAL EAST COAST ASSOCIATION: Chaiman—Dr. J. C. DuBose, Vero Beach; Secretary—Dr. B. Q. Waddell, Vero Beach.

SOUTHEAST FLORIDA OPTOMETRIC ASSOCIATION: Dr. Jack Widdersheim, President. Dr. A. C. Wilhelm, Vice-President; Dr. Emanuel Pushkin, Secretary; Dr. Donald Conant, Treasurer; Board of Directors: Dr. R. R. Bradford, Dr. R. C. Garvin, Dr. Leonard Glickstein, Dr. Mason W. Pace, Dr. S. G. Schneider.

1949 State Convention Proves Success

Dr. S. B. Schumacher of Jacksonville was elected President of the Florida Optometric Association at the opening of the two day meeting at Miami Beach on May 29, 1949. Dr. Schumacher, who in the absence of Dr. Leonard Haskin, now past president, and new first Vice-President, presided over the gathering.

Dr. John Keene was advanced to the position of second Vice-President, and Dr. Tom Moore was re-elected to his prominent post of third Vice-President. Dr. A. H. Holloway succeeds Dr. Keene as Secretary-Treasurer.

Dr. Leonard Barker, Dr. Keith McEwen and Dr. Walter C. Kennedy were named to the Executive Board.

NEW STATE OFFICERS: (L. to R.) Drs. A. H. Holloway, R. K. McEwen, T. Moore, S. B. Schumacher, L. Barker and J. R Keene. Not shown, Drs. Haskin and W. C. Kennedy.

Convention Called to Order

The 47th Annual Convention of the Florida Optometric Association was called to order by Dr. Mason W. Pace, Convention Chairman, at 12:30 P. M., May 29th, in the Marine Dining Room of the Robert Richter Hotel.

Following an address of welcome by Tom Smith, Convention Director of the City of Miami Beach, and Dr. Pace on behalf of the Convention Committee, the meeting was turned over to Dr. S. B. Schumacher.

Mrs. Leonard Haskin extended the personal regards of President Dr. Leonard Haskin and his sincere wishes for a successful convention. Dr. Haskin was absent on his physician's orders.

New Members Elected

Drs. H. B. Nickelson, John C. Williams, Charles Rhyon, W. B. LaBaw, Paul Cuthbertson, Elbert C. Prince, Robert C. Parker, James C. Fulton and Carl Slade were voted into membership of the Florida Optometric Association.

AOA 1951 Convention Bid

Drs. S. B. Schumacher, Leonard Barker, Charles Beckwitt, William Moore and H. C. Bumpous were delegated to the American Optometric Association Convention in Boston and were authorized to extend an invitation to the AOA to hold the 1951 National Convention at Miami Beach.

Motorist's Vision Committee Report

Dr. Sidney Norman gave an extensive report on the Motorist's Vision Committee. The Committee made the following recommendations:

1). That the committee for Motorist's Vision be enlarged and that all men who have previously served be re-appointed because of the wealth of knowledge they have gained.

2). With the organization of local groups, it might be fitting to appoint a member of each of these local organizations to the state motorist vision committee. This will definitely give greater breadth to the program.

Florida Optometrist in Black

Dr. Karl Eychaner reported that for the first time, the FLORIDA OPTOMETRIST could re-

(Continued on Page 14)

1949 Committee Appointments Florida Optometric Association

STANDING COMMITTEES

MEMBERSHIP—1st Vice-Pres. Dr. Leonard W. Haskins, Miami; Dr. James C. Fulton, Jacksonville; Dr. A. S. Kitchen, Clearwater; Dr. A. C. Haughten, West Palm Beach.

EDUCATION—2nd Vice-Pres. Dr. John R. Keene, Orlando; Dr. Agnes Austin, Miami; Dr. Karl K. Eychaner, Tampa; Dr. John W. McClane, Jr., Fernandina.

LEGISLATIVE — 3rd Vice-Pres. Dr. Tom Moore, Tallahassee; Dr. J. M. Morqus, Arcadia; Dr. H. C. Bumpous, St. Petersburg; Dr. M. W. Pace, Miami; Dr. Karl E. Brown, Bradenton.

ETHICS AND ECONOMICS — Dr. C. C. Edewaard, Ft. Lauderdale; Dr. Robert R. Bradford, Miami Beach; Dr. Marshall Wright, Live Oak.

PUBLIC RELATION—Dr. Karl K. Eychaner, Executive Secretary and Treasurer, Chairman; Dr. S. G. Schneider, Editor of Florida Optometrist; Dr. A. S. Kitchen, Clearwater; Dr. R. H. Pemble, St. Petersburg; Dr. James Loomis, Jacksonville.

ASSISTANCE TO GRADUATES—Dr. John McClane, Fernandina; Dr. Neil A. McKinnon, Pensacola; Dr. A. S. Kitchen, Clearwater.

SPECIAL COMMITTEES

HISTORY OF WORLD WAR 2—Dr. Carroll P. Ezell, Lake Wales; Dr. F. P. Archer, Sr., Miami; Dr. Herbert Heiden, Hollywood.

OCCUPATIONAL VISION—Dr. James C. Fulton, Jacksonville; Dr. Leonard Glickstein, Coral Gables; Dr. William R. Matthews, St. Petersburg.

MOTORIST VISION—Dr. Sidney Norman, Ft. Lauderdale; Dr. Donald C. Babcock, St. Petersburg; Dr. James Loomis, Jacksonville.

FLORIDA OPTOMETRY FUND—Dr. Karl Eychaner, Tampa, and Executive Committee.

PERPETUAL FUND FOR CHARITY CASES—Dr. Donald C. Babcock, St. Petersburg, with power to appoint his committee.

VETERANS' AFFAIRS—Dr. J. M. Widdersheim, Coral Gables; Dr. Charles C. Brown, Ft. Lauderdale; Dr. W. F. Burts, Orlando; Dr. J. E. McKibbin, Winter Haven.

AMERICAN OPTOMETRIC FOUNDATION FOR FLORIDA—Dr. Walter Kennedy, Sarasota; Dr. J. C. DuBose, Vero Beach; Dr. Charles Beckwitt, Miami.

VISUAL PROBLEMS IN SCHOOLS—Dr. J. M. Widdersheim, Coral Gables; Dr. Agnes Austin, Miami; Dr. R. Keith McEwen, West Palm Beach.

CONSTITUTION AND BY-LAWS—Dr. A. S. Kitchen (Chairman), Clearwater; Dr. A. C. Haughton, West Palm Beach; Dr. J. M. Widdersheim, Coral Gables; Dr. N. A. McKinnon, Pensacola; Dr. Paul M. Kessler, Orlando; Dr. Marshall Wright, Live Oak; Dr. Carroll P. Ezell, Lake Wales.

Dr. Kennedy Elected Governor of Rotary

Dr. Walter C. Kennedy of Sarasota was selected to represent the west-central section of Florida by the Rotarians as their next governor.

Dr. Kennedy, a past president of the Sarasota Rotary Club and active in Rotary District affairs, was formally elected to the post at the convention in June of the Rotary International. He took his office on July 1.

Penn State Commencement Includes Two Floridians

Two Floridians were among those taking part in the thirty-first commencement of the Pennsylvania State College of Optometry in Philadelphia on June 9th.

Dr. Wilbert L. Stoves of Tampa and Dr. Bernard Westhoff of Miami Beach were two of the 120 students in a graduating class representing fifteen states, Puerto Rico and Canada. One hundred and three graduates were veterans; three graduates were women.

Three Floridians Graduate From Southern College

Three Florida residents received their Doctor's Degree during the commencement exercises held by Southern College of Optometry in Memphis, Tennessee, on June 17, 1949.

Following an address by the College president, Dr. W. R. Cramer, Drs. Aubrey T. Allen, Jacksonville; Berwyn Clifton, Lakeland, and Floyd M. Grimwood, Cambellton, received their diplomas.

History of Florida Optometrists in World War II

Your committee is pleased to report that thirty-six Florida optometrists answered the call to service during the last war. Each served to the best of his ability and irrespective of his duties performed them well, be it as private or as colonel, whether in the medical corps, air corps, or other branch of service.

This committee, having made a survey, presents you the following data taken therefrom:

Of the 36 men, 15 served as commissioned officers, 2 as non-commissioned officers. There were 1 colonel, 5 captains, and 9 lieutenants. There were 1 master sergeant, 1 pharmacist's mate, 3 technical sergeants, 7 staff sergeants, 4 sergeants, 3 corporals, and 1 machinist's mate.

Among the officers we found the average length of service to be 4 years, while among the non-commissioned officers the average was 3 years. The total combined length of service for all was 123 years. This represents quite a slice of time out of the lives of these men. The fact that these optometrists were not released until they had served 3 to 4 years shows that their services were needed and appreciated.

Of the officers, we find that 5 served as optometrists or indirectly related fields, while 7 served in other capacities. Three did not report their duties. Of the non-commissioned officers, 16 served as optometrists; 2 did not; and 3 did not report their duties.

It is interesting to note the wide variety of experiences reported by the men who did not serve as optometrists. We mention a few. One served on a submarine patrol in the North Atlantic; one was the first pilot of a B-24 in Italy; and one was a sergeant major in England. One did pressure tank work on explosive decompression for B-29's. One, a colonel, fought in New Guinea, the East Indies, and the Philippines. One took part in 4 campaigns in Europe, won the Bronze Star and the Air Medal with five oak leaf clusters.

These were outstanding achievements. Others of us fought for better vision for the men in the service, often against odds and with many disappointments, yet serving in our chosen field. We were represented in the eye clinics in station hospitals and general hospitals, both in this country and over-seas. We were represented at induction and redistribution stations, on hospital ships, and in mobile optical units near the front. One of our number served as chief optical officer for the European Theatre of Operations, with headquarters at Nuremberg, Germany. Another refracted in Cherbourg and Liege, and got caught in the Battle of the Bulge.

Some worked alone at their stations, doing all of the refractions, while others worked in clinics with several other optometrists.

A few of the Florida men were assigned special tasks in the ophthalmic field. One worked for the medical reclassification board at his station. He had charge of visual grading, placing men on limited service or full duty. He also helped with the preparation of the visual requirements for the various schools run by the AAF. Another man, who was on Ordinance Duty, was an instructor in optics and wrote a course for the army on optics as applied to gunsights, etc.

The optometrists who served feel that they advanced optometry in the eyes of their fellow soldiers. This is witnessed by the many who were attracted to our profession. We advanced optometry in the eyes of many medical men, who have accorded us more respect since the war. We learned from them and they learned from us. The members of the ophthalmic profession have been drawn into closer accord.

We submit to you that the Florida optometrists may be proud of the part their men played in the armed services in World War II. Attached hereto is a chart showing their names, branches, ranks, years of service, and fields of service.

Respectfully submitted.

Carroll P. Ezell, O.D., Chairman

F. P. Archer, Jr., O. D.

Herbert Heiden, O. D.

E. S. Hirsch, O. D.

	Branch	*Rank*	*Yrs. of Service*	*Served as Optometrist*
F. P. Archer, Jr.	Army	Capt	4 1/2	Yes
Charles A. Basehoar	A. C.	Capt	2 1/2	No
Thomas E. Beatty	Navy	Ph M 1/c	3	Yes
Phillip Benjamin	Army	S/Sgt	1 5/6	Yes
George T. Bird	Navy	Lt	4 3/4	Yes
Charles C. Brown	Navy	Lt (sg)	4 1/4	No
W. F. Burts	Army		3	Yes
A. T. Chalmers	Navy	Lt (jg)		
George A. Copeland	Army	S/Sgt	3	Yes
R. Y. Creech, Jr.	A. C.	Cpl	3 3/4	Yes
J. B. Davis	Army	T/3		
C. P. Ezell	Army	S/Sgt	3 1/4	Yes
Frank S. Finger	Army	S/Sgt	3	Yes
R. C. Garvin	Navy	Lt (jg)	3 2/3	Yes
Herbert Heiden	A. C.	Lt	3 2/3	No
Arthur Hirsch	Army	T/4	2 5/6	Yes
E. S. Hirsch	Army	Capt	3 1/3	No
Milton E. Hull	Army	Lt Col	4 1/3	No
Mark Humpries	Army	T/4		
Leonard Glickstein	Army	T/4	3	Yes
G. N. Keene	Navy	Lt		
Paul M. Kessler	Army	S/Sgt	4 1/2	Yes
C. J. Knerr	Army	T/3	3	Yes
John E. Kruse	Army	Sgt		
James Loomis	Army	Cpl	3	Yes
Roy E. Lyons	Navy	m/m 2/c	1	No
P. J. Marshall, Jr.	Navy	Lt (sg)	3 1/2	Yes
J. E. McKibben	A. C.	Capt	3 5/6	No
S. L. Norman	Army	Lt	3	Yes
M. W. Pace	Navy	Lt	2 5/6	Yes
Charles Persons	Army	M/Sgt	3 2/3	No
Emanuel Pushkin	Army	T/Sgt	2 1/2	Yes
Charles Reicherter	Army	Cpl	2 1/2	Yes
Robert Tanner	Army	T/Sgt	4 1/3	Yes
Jack Widdersheim	A. C.	Capt	4	No
A. C. Wilhelm, Jr.	Army	T/Sgt	2	Yes

State Board Examines Fifty Recent Graduates

Fifty candidates for licenses appeared before the Florida State Board of Optometry in the Roosevelt Hotel, Jacksonville. The examination, whcih began on Sunday, June 13, lasted for three days.

Practical examinations were given in private rooms with equipment made available by the American Optical Company and the Southeastern Optical Company.

The candidates expect to learn the results of the examination some time about the middle of July.

The State Board has tentatively set the second Sunday in November as the time for the next examination to be held in Jacksonville.

Dr. Waters' Office Burglarized

During the latter part of May, the offices of Dr. C. P. Waters of New Smyrna Beach were broken into and many valuable pieces of equipment and ophthalmic materials taken. The FLORIDA OPTOMETRIST, in cooperation with Dr. Waters, requests all Optometrists in the state to be on the alert for anyone other than regular laboratory representatives who may offer any of the following equipment for sale:

About thirty zylo frames, assortment of sizes and makes; 100 pairs skel. pink temples; 75 pairs Numont temples, assorted lengths; one giant ophthalmoscope, looks like new; one Copeland streak retinoscope, late model; one National diagnostic set; one box square prisms, 1 to 20; contact trial set (60 lenses); one projector head AO late type, long tube; six pairs pliers (like new), one ultra violet hand lamp (for contact work), fifteen Numont mnts. (ao).

Cosmopolitan 'Frames' Opotometry

PITTSBURGH, Pa., June 10, 1949 — The **Cosmopolitan** article on eyeglasses, about which optometrists were forewarned by the A.O.A. Department of Public Information in March, appeared in the June issue, under the title, "Here's How They'll Frame You."

An official A.O.A. protest has been conveyed to the editor of the magazine by Dr. John B. O'Shea, A.O.A. President, in the following letter:

"The public needs clarification of the qualifications of the various specialists offering visual care, but your June article on eyeglasses is likely to contribute more to confusion than clarification. You seem to have fallen prey to the illusion that anyone with an M. D. after his name can do no wrong, and you have failed to present a true picture of the optometrist's qualifications.

"An objective article on this subject could not possibly omit statement of the fact that thousands of 'oculists' (medical eye doctors) are daily examining eyes for glasses without training comparable to that required of licensed optometrists. State laws governing the practice of medicine are such that a medical doctor, regardless of his training or experience, may set himself up as an 'oculist' and prescribe lenses for correction of vision. This is in contrast to state regulation of optometry. The optometrist is required to be a graduate of an approved college with a curriculum which trains him for his specialty, and he must prove his competence to a board of examiners appointed by the state before he is licensed to practice.

"That there are great differences in training and competence among medical doctors is glossed over in your statement that 'the terms ophthalmologist, oculist, and eye doctor mean about the same thing.' It should be obvious that the mere possession of an M. D. degree is not sufficient qualification for one to pose as a specialist in all phases of visual care, including the important specialty of refraction in which many oculists have had little or no training.

"Your article is erroneous in contending that the typical optometrist is in the eyeglass business and makes his living from selling glasses. The truth is that the typical optometrist, like the oculist, derives his income from fees for professional service. Ophthalmic materials are provided at cost.

"No evidence is presented, and there are no grounds whatever, for your contention that the average optometrist prescribes glasses where they are not needed. In fact, the absurdity of the statement would have been clear if you had fairly referred to the professional fee principles of the A.O.A. Committee on Ethics and Economics to which thousands of optometrists throughout the country adhere. Ophthalmic materials are incidental to the optometrist's services as dental materials are to dentistry or drugs are to medical service. The optometrist derives no profit from glasses as such. It is utterly false to indicate as the article does that only the oculist obtains his income from a fee for examination.

"Every profession, whether it is medicine, optometry, or any other, has a small fringe of unscrupulous practitioners, but the broad generalizations in your article blacken all optometrists, the vast majority of whom are as conscientiously devoted to the public interest as any professional group in the country.

"Where is the justification for your gratuitous advice to the reader that 'a child should always be examined by an oculist,' and that contact lenses should be fitted only by a physician? What except malice could prompt the classification of correction of crossed eyes and all visual training as functions which should be confined exclusively to medical practitioners?

"Your article gives no credit to optometry for its pioneering efforts in these fields, nor does it indicate that visual training and the fitting of contact lenses are proper and legitimate forms of correction provided by optometrists.

"Parenthetically, it should be noted that in a typical cross-section of the population only about 7 per cent of visual patients require treatment for eye diseases. In other words, about 93 per cent of all eye problems are non-pathological. The authority for this statement is Dr. Otis R. Wolfe, who is himself an M. D. and one of the country's most noted ophthalmologists. The optometrist is trained and required by law to be able to recognize disease in the eye, and when disease is found the patient is referred for medical care.

"Needless to say, the optometrist is the principal discoverer of eye diseases. Yet you seem to condone the fact that an ophthalmologist must defy the American Medical Association's official ban to teach eye pathology in optometry courses. American medicine has many glorious achievements to its credit, but its response to the growing demand for competent visual care is not one of them. Optometry has long been the leader in this field and the public's acceptance of this may be seen in the fact that optom-

(Continued on Page 12)

1948 Charity Committee Report

Since our first report on the first charity case (the McDaniel baby who was born blind with congenital cataracts) we have had an opportunity to do a progress report on this child since Dr. Wolfe operated on her last year, at the Wolfe Cataract Clinic, Marshalltown, Iowa.

It was gratifying to observe the baby clearly demonstrating her vision, by placing objects such as a coin in her visual path and watch her try to reach it.

The vision obtained was nearly all in the right eye, since the surgery in the left eye was not a complete success due to complications setting in, which developed after the baby returned home several weeks after the operation. There is a remote chance, Dr. Wolfe states, that this eye may be reoperated on and some sight regained.

Those of us who did a post operative examination on the child all agreed Dr. Wolfe had done a marvelous operation considering the severe handicap of working with a microphthalmic eye.

Dr. Wolfe also operated on the mother, who had a congenital cataract, but it was found the eye was amblyopic and little vision was gained.

A great deal of credit goes to Dr. Glen Moore of Chicago, whose keen interest in this case will help to pioneer other projects of this kind in A.O.A. and O.E.P. study groups. We understand Dr. Moore has interested Dr. Alexander and Dr. Skeffington in a plan to render such aid to children, blind with cataract, as a part of their National Program.

Our only wish is that more of the Optometrists who contributed directly or indirectly to theperpetual Fund for Charity Cases could have had the thrill of seeing this blind baby regain her eyesight.

Respectfully submitted,
Donald C. Babcock, O. D.

Opticians Bill Signed Into Law by Governor

The proposed bill for Dispensing Opticians has become law upon the recent signature of Governor Fuller Warren. During the early part of June, the bill successfully passed the State legislature and was presented to the governor for his signature.

It is expected that upon the governor's return to Tallahassee the State Board of Dispensing Opticians will be appointed.

Univ. of Michigan Considers Establishing Optometry School

From reliable source comes word that the University of Michigan is considering establishing a School of Optometry. A meeting has been set with the Dean of Medicine at the University of Michigan by several authorized members of the Michigan Optometric Association.

Communication on British Ophthalmic Conditions

25th April, 1949

Dear Dr. C. P. Waters:

Greetings from Great Britain. May I wish you a very successful meeting. I have been asked to give you a short outline of the optical position in England, with particular reference to the Contact Lens situation.

The new National Health scheme has had little effect on Contact Lens practice except that the "small man" has given it up as he is much too busy doing refractions—always more remunerative. Contact Lenses can only be supplied through the Health Service in cases of medical necessity—Keratonconus, Corneal scarring, very high myopia, etc., so that the vast majority of wearers will still have to pay full price for their contact lenses.

There are now approximately sufficient Contact Lens practitioners in Great Britain to deal with the present demand although the majority are in London. There are two organizations for Contact Lens fitters.

1. The Contact Lens Society—this is open to anyone interested in fitting and the officers elected are of equal numbers of Ophthalmic Surgeons and Optometrists.

2. The Contact Lens Research Group. This was formed because it was realized by some seriously interested in fitting that the Contact Lens Society was too big and unwieldy and contained too many people who, although interested, did not actually fit contact lenses. The number of this group is restricted to ten and election is by invitation only. One of the entrance rules is that details of a hundred cases fitted must be given by any nominee. To date only eight suitable members have been found—six optometrists and two surgeons.

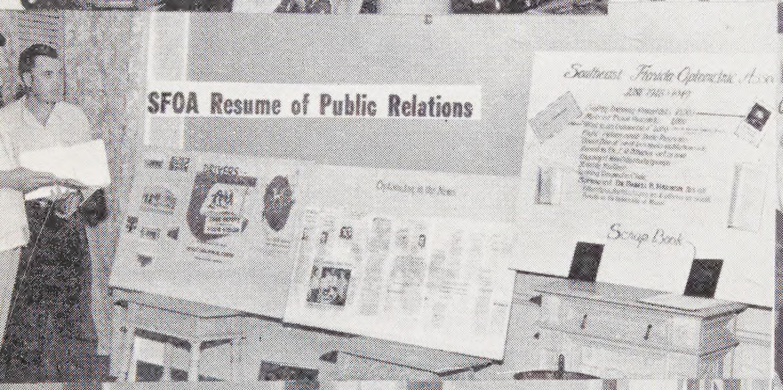
The actual fitting has developed considerably during the last year. The leading fitters all now fit a mounded corneal clearance lens. This is one that

(Continued on Page 16)

CONVENTION PICTURES
NEXT
PAGE

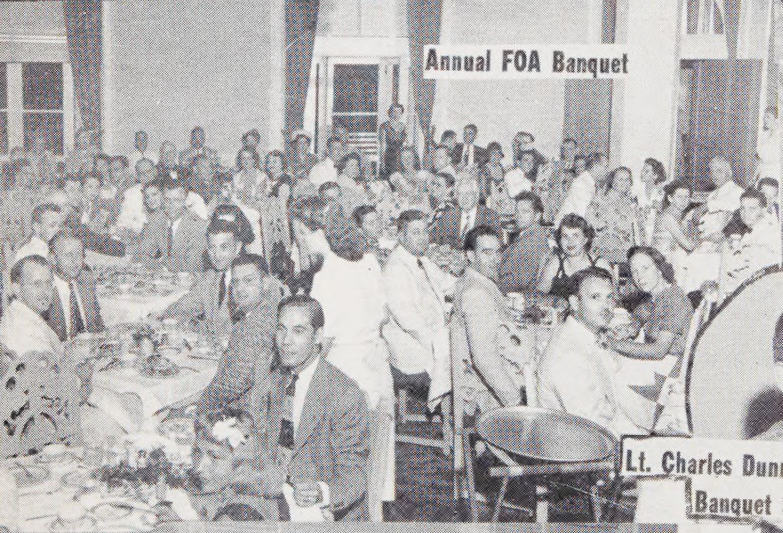
Sunday Business Luncheon Meeting

SFOA Resume of Public Relations

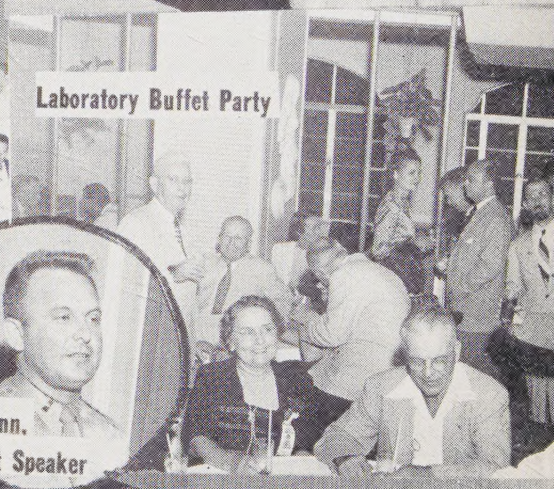


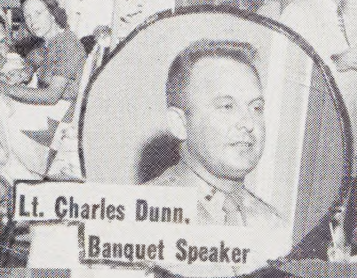
Palm Optical Display

Annual FOA Banquet



Laboratory Buffet Party





Lt. Charles Dunn,
Banquet Speaker

Laboratory Buffet Party

Opening of Educational Sessions

Registration Group

Women's Auxiliary Business Session

Mrs. L. Haskin Extends Greetings on Beh

President, Dr. Leonard Haskin

addeus Murroughs,
Educational Lecturer

Dr. Eugene Freeman,
Academy Speaker

Laboratory Exhibit

Dancing Under the Stars at Conclusion of Banquet

Informal Banquet Gathering

FLORIDA CHAPTER, AMERICAN ACADEMY—(L. to R.) Drs. S. B. Schumacher, J. Turner, A. H. Holloway, K. K. Eychaner, A. S. Austin, T. Moore, A. S. Kithens, and Eugene Freeman.

WOMAN'S AUXILIARY TO THE FLORIDA OPTOMETRIC ASSOCIATION

The Woman's Auxiliary to the Florida Optometric Association held its annual meeting during the 47th Annual Convention of the Florida Optometric Association, May 29, 30 and 31, at the Robert Richter Hotel in Miami Beach. Presiding over the business session was Mrs. Leonard W. Haskin, of Miami, State President.

Mrs. Mason W. Pace, Convention Chairman, of Miami, extended the welcome of the hostess group, Southeast Florida Auxiliary, to the visiting ladies. A gracious response was given by Mrs. James Loomis, of Jacksonville. Forty-two ladies were registered.

Amendments to the By-Laws constituted the main order of business for the Sunday afternoon session. Mrs. G. J. Gerson, State Parliamentarian, of Miami, read the proposed amendments. A third Vice-President was added to the list of elected officers and the following new committees were accepted: Press and Bulletin (formerly called Publicity), Historian, Parliamentarian and Hospitality. It was also approved that the Standing Committee Chairmen would be a part of the Executive Board.

Florida Auxiliary voted to send a letter to the Woman's Auxiliary to the American Optometric Association placing the name of Mrs. H. C. Bumpous, St. Petersburg, on recommendation for a position on the Executive Board of the National Auxiliary.

Florida will be represented by her full quota of five delegates, and in addition one alternate, to the National Convention in Boston by Mrs. Haskin; Mrs. Tom Moore, Tallahassee; Mrs. G. L. Mandaville, Fort Pierce; Mrs. S. B. Schumacher, Jacksonville; Mrs. Bumpous and Mrs. Leonard Barker, Orlando.

Mrs. Mandaville, Secretary-Treasurer, announced that she had received the State and National dues of 57 members for this year.

Open Letter

Dear Doctor.

The Veterans Administration has introduced three bills in the United States House of Representatives, H.R. 3208, H.R. 3209 and H.R. 3210. The purpose of these bills is to amend an act which set up the Department of Medicine and Surgery in the Veterans Administration. The Department of National Affairs has made arrangements to introduce amendments to each of these bills which will have the effect of requiring the Chief Medical Director of the Veterans Administration to recognize optometrists on the same level as Doctors of Medicine, Doctors of Dental Surgery or Dental Medicine, and to make available to all veterans entitled to out-patient eye care the services of qualified optometrists.

All optometrists are urged to write to their Senators and Representatives requesting that they support the amendments offered by your Committee on National Affairs. Now is the time to correct the discrimination which has existed since the passage of the original law.

Sincerely,
Joseph M. Babcock, O.D.
Director, Department of
Nat'l. Affairs, A.O.A.

The Auxiliary voted to have 200 copies of the State Constitution and By-Laws printed for distribution to members.

Blue and Gold were accepted as the Florida State Auxiliary colors, and the official State Flower is a Gold Hibiscus.

Mrs. S. B. Schumacher, of Jacksonville, conducted the election of officers with the following results: Mrs. Haskin, re-elected President; Mrs. Schumacher, re-elected 1st Vice-President; Mrs. Bumpous, 2nd Vice-President; Mrs. W. R. Matthews, Pinecastle, 3rd Vice-President; Mrs. Mandaville, re-elected Secretary-Treasurer.

Through the untiring efforts of our State President, Mrs. Haskin, six local districts have been organized and a seventh one will be functioning in the near future. She was assisted in this work by Mrs. Schumacher. District reports were given by Mrs. Edward Johnson, representing the Orange County Auxiliary; Mrs. Loomis, President of Northeast Florida Auxiliary; Mrs. Bumpous of Pinellas County; Mrs. Mandaville, of the Central East Coast District, and Mrs. Pace, President of the Southeast Florida Auxiliary.

Auxiliary members voted to publish an Auxiliary News-sheet quarterly, known as the "Florida Optometric Auxiliary Bulletin" and distribute to members and prospective members.

Ahe American Optometric Foundation Program was discussed and members voted to set aside a trust fund and work toward a $500 Life Membership and make reports on their progress at the next annual State Convention.

Mrs. Haskin appointed the following Committee Chairmen for the year: Mrs. Schumacher, Organization; Mrs. Bumpous, Educational; Mrs. Matthews, Public Relations; Mrs. Mandaville, Finance; Mrs. J. M. Widdersheim, Coral Gables, Scrap Book; Mrs. A. C. Haughton, West Palm Beach, Historian; Mrs. Gerson, Parliamentarian; Mrs. Paul Kessler, Orlando, Hospitality; Mrs. Moore, American Optometric Foundation Program; Mrs. Henry A. Sawyer, Jacksonville, Exhibits; Mrs. Arthur Kitchen, Clearwater, Courtesy; and Mrs. R. C. Garvin, Miami, Press and Bulletin.

Social activities during the Convention included a Breakfast honoring the Past Presidents, two luncheons with the Florida Optometric Association, a Buffet Supper with the Optical Laboratories as hosts, a Cabana Party, a Fashion Show and Tea and the Annual Banquet and Dance.

Florida Auxiliary this year will devote its efforts to work with the blind and under-privileged children.

The next State Convention will be held in Tampa, Florida.

With the successful organization of our six local districts behind us, and with the enthusiasm and interest of our State President as a guiding light, we members of the Florida Auxiliary feel that we are well-prepared to live up to our chosen theme for the year: "Service to Optometry Through the Auxiliary".

Mrs. R. C. Garvin,
Press and Bulletin Chairman
Woman's Auxiliary to the
Florida Optometric Association

WOMAN'S AUXILIARY OFFICERS

Mrs. Leonard W. Haskin, *President*
Miami
Mrs. S. B. Schumacher, *1st Vice-President*
Jacksonville
Mrs. H. C. Bumpous, *2nd Vice-President*
St. Petersburg
Mrs. W. R. Matthews, *3rd Vice-President*
Pinecastle
Mrs. G. L. Mandaville, *Secretary-Treasurer*
Fort Pierce

Mode of Practice and Income Survey of Tennessee Optometrists

No Set-Back of Net Income and Number of Complete Visual Analyses Because of Professional Advancement, Public Relations Dept. Reports

In view of the unique manner in which optometry is practiced in Tennessee and considering the pro and con statements regarding the attitudes of practitioners in Tennessee, the Association's Department of Public Information through its public relations counsel, Daniel Rashall, conducted a state-wide survey. Object: To determine the exact attitudes of optometrists regarding their present mode of practice as compared with the situation prior to the Healing Arts Law when commercial appurtenances were used to the extent presently prevailing in many states. In addition, the survey was designed to seek out internal conditions which might form the basis for additional public relations activities, internally and externally.

All practicing opometrists in Tennessee were asked the same quesions and the answers submitted to the Department of Public Information revealed the following:

Question: Do you feel that the elimination of advertising, commercial displays and other bait devices has lessened the number of complete visual analyses in your office?

76.6% stated NO.

Question: Prior to the state-wide regulation (July 1, 1947) were displays, advertising or similar attractions employed by your office?

35.4% stated YES.

While the survey made no attempt to solicit comments other than yes or no, voluntary statements were issued, to wit:

"My wish is never to go back to the old set-up . . . go forward by all means."

"Just starting out but rather have it this way."

Note: (Four practitioners expressed strong disapproval of the term 'bait devices'. The same individuals, however, were among the minority who desire the return of displays, advertising, etc.)

Question: What is the percentage of increase or decrease in number of **complete visual analyses** in 1948 as compared to 1946?

34% showed an increase. 30% revealed a decrease. The remainder stated 'the same' or records were not available.

Question: List percentage of increase or decrease in net income in 1948 as compared to 1946.

34.2% claimed an increase. 36.9% revealed a decrease.

Balance of answers stated incomes remained the same or figures were not obtainable for the survey.

(Note: Beginning July 1, 1947, optometrists practicing in the State of Tennessee complied with a state law forbidding the use of commercial tactics by physicians, dentists, and optometrists. During the past year and one half, optometric practitioners had the opportunity to evaluate the effects of the law as it concerned their own net incomes and the number of complete visual analyses conducted by them.

So that optometrists and component groups of organized optometry may be fully informed regarding the effects of change-over from physical commercialism to professionalism and the actual thinking of those who experienced the change, the Tennessee Optometric Association's Department of Public Information herewith presents the final tabulation and comments as a result of the recent state-wide survey.

Cosmopolitan 'Frames' Optometry

(Continued from Page 6)

etry serves three visual patients for every one who goes to a medical practitioner.

"Further evidence of your apparent illusion about the medical profession may be seen in your reference to the kickbacks by opticians to medical doctors on eyeglasses. You state that 'Obviously, reputable oculists and opticians won't lend themselves to such procedure. . . '

"The United States Department of Justice has filed suits in Chicago against two optical manufacturers, with oculists as co-defendants, charging kickbacks or rebates. The oculists specifically cited were token defendants in the cases directed against an estimated 3,000 in one case and 3,100 in the other. These facts are matters of court record, but they have been glossed over in your article as if they were of negligible importance.

"Your article, which deliberately or inadvertently builds unjustified confidence in all medical doctors and casts reflection on all or a large proportion of optometrists, presents a grossly false picture. You have misled your readers and you have been palpably unfair to the profession of optometry.

"You have yet to demonstrate your avowed desire to serve the public interest insofar as visual care is concerned."

It should be noted that Dr. Morris Fishbein, recently deposed spokesman for the American Medical Association, is a regular contributor to **Cosmopolitan,** being editor of a page entitled "What's New in Medicine." It is a well-known fact that articles pertaining to health in almost any national magazine are submitted to **medical** advisers for approval. The tone of the **Cosmopolitan** article indicates that this one probably was not any exception.

The thousands of optometrists who practice professionally and ethically have grounds for righteous indignation against this article. Many, however, see it as another warning that failure of some optometrists to adhere to professional fee principles opens the door to damaging charges of commercialism, which threaten the entire profession.

FOR ACCURATE Rx WORK
and
PROMPT SERVICE

Pan American Optical
406 LANGFORD BLDG.
P. O. BOX 1584
MIAMI 9, FLORIDA
Telephone 9-3614

INDEPENDENT SUPPLY HOUSE

Independent Optical Co.
10 E. CHURCH ST.
JACKSONVILLE, FLORIDA

Supply House
Rx Service
Stock and Equipment

Distributors for:
SHURON OPTICAL CO.
CONTINENTAL OPTICAL CO.
BAY STATE OPTICAL CO.
And all Independent Manufacturers

Perfex
55mm BIFOCALS
WHITES · CROOKES
VELVET - LITE
CONTRA - GLARE

TITMUS "Perfex" 55mm fused bifocals are made with the world-famous Titmus *Slower-Annealing Process.* Both major portion and button of each lens are individually, custom finished. Your independent supplier now has available these 55mm fused bifocals in semi-finished blanks, in 4, 6, 8 and 10 base curves. In Titmus White, and also in Titmus Crookes, Titmus Velvet-lite and Titmus Contra-Glare, in A, B and C Shades.

TITMUS OPTICAL COMPANY, Inc.
PETERSBURG, VIRGINIA

New York Optical Co. of Florida

603 PACIFIC BUILDING

MIAMI, FLORIDA

Fastest growing supply house in the South, carrying a complete stock of all your optical needs, featuring among others:—

GASPARI METALITE FRAMES
LORD OPTICAL ZYL FRAMES
VICTORY OPTICAL ZYL FRAMES
ARTCRAFT ZYL AND METAL FRAMES
TURA METAL FRAMES
PATHWAY LAMINATED FRAMES

In addition to our regular line of zyl, laminated and metal frames, we are in a position to supply and service you with

KEYSTONE
VISUAL TRAINING EQUIPMENT

plus a full line of bench tools, patterns, lenses, cases and all optical accessories.

PROMPT SERVICE

NAME IT —— WE HAVE IT!

BROWLINE by Huron ®

FOR OPTICAL CORRECTNESS
AND PATIENT SATISFACTION
PRESCRIBE

Stag and **fiesta**

BROWLINES
IN RICH CORDOVA

THE FRAME WITH A FUTURE

AVAILABLE TODAY

Mack Optical Supply
ORLANDO, FLA.

1949 Convention

(Continued from Page 2)

port itself in firm financial condition. Entering into the present year with a deficit, the year closed with a balance of over $300.

Midwinter Congress Adopted

The state convention, after a report by Dr. Eychaner and Dr. Schumacher, decided to again make the Midwinter Congress of Optometry an FOA project. It was also suggested that the date be changed to make it easier for more members to attend.

Affiliation of Locals Suggested

Dr. James Loomis of Jacksonville recommended to the convention that some action be taken regarding proper affiliation by local associations with the FOA. Following the report of the appointed committee, the convention voted to maintain the committee for another year to work out the many details involved and present it before the 1950 FOA Convention.

Assistance Given Dispensing Opticians

Upon action of an appointed committee a substantial sum was allotted to the Florida Association of Dispensing Opticians to aid in their efforts to obtain a state law for the dispensing opticians. The sum was allocated from the Florida Optometric Fund and from the FOA Treasury.

Graduate Assistance Report Made

Dr. Emanuel Pushkin, chairman of the Committee on Assistance to graduates, in reporting for his committee, recommended

1). That the basic outline furnished by the Department of Assistance to graduates of the AOA be used as a guide;

2). That liberal funds be provided in the budget for use by the committee;

3). That successful, ethical practitioners throughout the state be urged to provide internship opportunities for both new graduates and new licensees.

Tampa Site of 1950 Conclave

After considering several proposed sites, the Time and Place Committee recommended to the Executive Board that the 1950 FOA Convention be held in Tampa.

Committees to Report Through Journal

In order to give all association members a better picture of committee work, the convention decided that all committee reports for the 1950 Convention be published along with issue of the FLORIDA OPTOMETRIST preceding the state convention.

(Continued on Page 15)

1949 Convention

(Continued from Preceding Page)

Dr. Thaddeus Murroughs, main educational speaker, represented his lectures on Strabismus. Many of the conventioneers who had heard him at the mid-winter congress found a great deal of new material being presented. The lectures were concise and to the point, giving much to be used by the Optometric practitioner upon his return to office.

At the Monday luncheon meeting, the Florida Chapter of the American Academy of Optometry presented Dr. Eugene Freeman, Dean of the Chicago College of Optometry. Dr. Freeman presented an outstanding paper on Ethics.

Dr. Agnes Austin of Miami, who was originally scheduled to speak for one hour on "Control of Myopia", seeing that Dr. Murroughs would be unable to complete his lectures in the time allotted, voluntarily offered half of her period to him. She instead presented several points regarding myopia.

Mr. H. L. Brownell of the Southeastern Optical Company had the entire Miami area "scouted" for an Ortho-Rater which had been shipped from the factory well in advance of the convention date. Unable to locate the instrument he explained the procedures in establishing and carrying on Occupational Vision procedures.

Annual Buffet Well Sponsored

On Sunday evening, the annual buffet party of the Laboratories was held. Those participating in the buffet were: American Optical Company, Pan-American Optical, Independent Optical, Cummings and Robertson, Southeastern Optical, Palm Optical Company, Central Optical and Univis Lens Company.

The New York Optical Company of Florida, Palm Optical and Pan American Optical Company, all of Miami, presented extensive exhibits in the main lobby of the hotel.

In addition, the SFOA presented an outlined exhibit of the work accomplished in public relations during the last year under the direction of Mr. Stuart Newman.

On Monday evening, Dr. Charles McQuarrie was toastmaster of the annual banquet and installed the new Association officers.

Lt. Charles Dunn, Senior Officer of the Optometry Corps of the Airforces, enlightened the gathering about his work and what the future held for Airforce Optometrists.

BROWLINE by DAY

Every Optometrist should impress every patient with the need for a spare pair of glasses — a smart and durable pair like the Shuron BROWLINE for everyday wear and an inconspicuous and delicate rim'ess like the Shuron SHURSET for evening and formal wear. Then by adding a pair of Sun Glasses your patient will have a complete OPTICAL WADDROBE.

BROWLINE by Shuron ®

SHURSET by NIGHT

EDITORIAL PAGE

THE FLORIDA OPTOMETRIST congratulates Dr. S. B. Schumacher on his unanimous election to the office of president of the Florida Optometric Association. Certainly, Dr. Steve has been in line for the position for a number of years as a result of his untiring work on behalf of Optometry. Those of us who have worked with him know of his ambitions for Optometry and the more recent graduates will, during the coming year, find out that he is most anxious to have Optometry progress—rapidly.

THE attention of all Optometrists is called to the recent meeting of our National President, Dr. John O'Shea, with the sub-committee on Public Health of the U. S. House of Representatives. At that meeting, held on May 25th, Dr. O'Shea and Dr. William C. Ezell, president of the American Optometric Foundation, pointed out the omission of Optometry from the proposed public health legislation as recommended by President Harry Truman.

The statements made by Dr. O'Shea and Dr. Ezell have been printed in all of our national journals and need not be reprinted in our state organ. Our national leaders pointed out the inequity in placing Optometry as an auxiliary service instead of its rightful place on a plane with professional medicine and professional dentistry. Certainly with Optometry caring for over 75 per cent of the visual needs of our people, the oversight deserves correction.

Write now—to your representative in Congress—urging him to have the oversight corrected.

THE PRESENT MEETING of the Congress of the United States appears to be a critical session, especially where Optometry is concerned. As this journal is about to go to press we see in the gathering picture of Optometry that is now before the Legislature, things that will either keep Optometry moving along its progressive road to greater recognition or will make Optometry subserviant to the will of "others".

From all appearances, we agree with national President, Dr. John O'Shea, in his statements to the subcommittee on public health, that it appears that all legislation in regard to public health seems to be written with the aid of medical assistance. Again we are informed by our Department of National Affairs that a fight is being prepared to amend several bills pertaining to the veterans administration.

We here in Florida must exert every effort at our means to show our representative in the House and the Senate the error in the bills as presented and impress upon them the importance of correcting the omission of Optometry, now, before it is too late. We recommend to all areas of the state that action be taken immediately to impress our legislators in Congress with the necessity of keeping Optometry in its rightful place, and that is on an equal par with medicine and dentistry, in the national public health legislation and the inclusion of Optometry in the Veterans Administration picture. Not only for the sake of Optometry but as much for the great majority of people who daily seek the services of our profession.

Communication on British

(Continued from Page 7)

fits the sclera exactly, gives a fair clearance at the limbal area and either just touches or just clears the cornea. Providing the lens has been properly fitted no solution is required and the tears flow under the lens to remove the waste products of the cornea and to bring oxygen to it. *Minimum* wear before veiling is four hours but all day tolerance is normal. A few practitioners still "fenestrate" or "ventilate" the lenses by piercing one or more holes in the limbal area of the lens. This is to lengthen the wearing time before veiling but it is generally conceded that a good fitting lens does not need this.

The members of the Contact Lens Research Group have all experimented with the "Corneal Cap" lenses which we understand several United States fitters are prescribing. Unfortunately so far our results have been disappointing both from comfort and veiling.

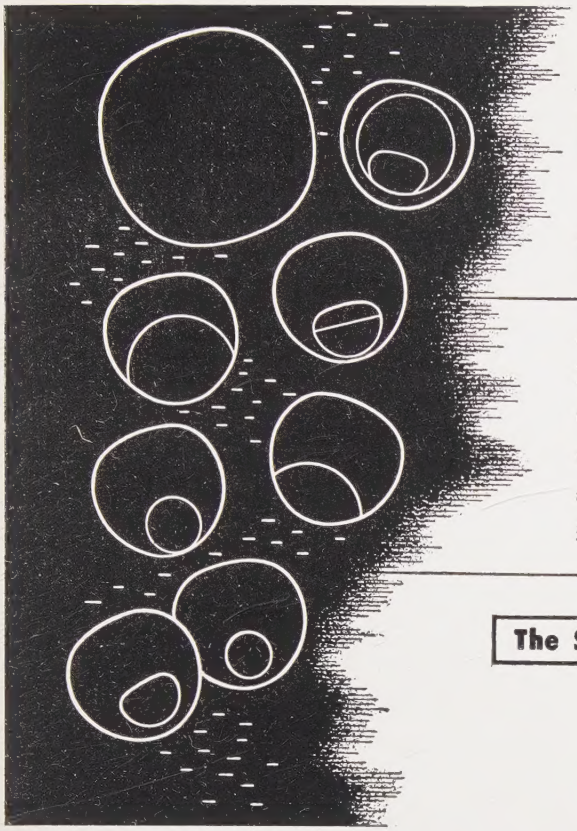
Lawrence Jenkins,
Bath, England.

For Sale

B and L Keratmoter—excellent condition—price $200.00 plus 6.50 freight. Owner shipped on memo to me.

F. A. Hardy—Trial Set—perfect condition—contains 181 lenses including plus and minus spheres and plus and minus cylinders, prisms, color—slit-pin hole, etc. case in excellent condition; trial frame fair and usable; lenses—fair. Price $110.00 or best offer.

Write Dr. Nile G. Moren, 43 NE 2nd St., Miami.



The *Best* Prescription Deserves The *Best* Interpretation

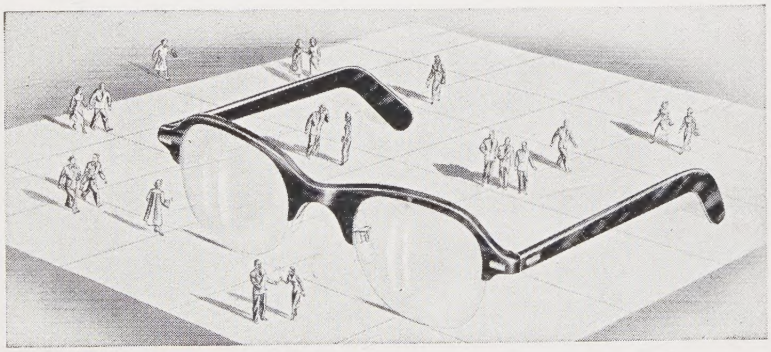
Every prescription contains your best skills. Every lens produced by our facilities represents the utilization of our experience and the best materials—Bausch & Lomb. Each job is checked against rigid quality standards to insure the best interpretation of your prescription.

The SOUTHEASTERN OPTICAL CO., Inc.

BAUSCH & LOMB

BROWLINE by Shuron ®

—the exciting frame that everyone wants



Browline by Shuron combines more optical and cosmetic features than any frame or mounting ever made. With its three attractive styles, its rocking pads, replaceable eyewires and interchangeable temples BROWLINE is completely fitable and adjustable. Ideal for bifocal wearers, for golfers, yes, for everyone. An important part of your patient's Optical Wardrobe.

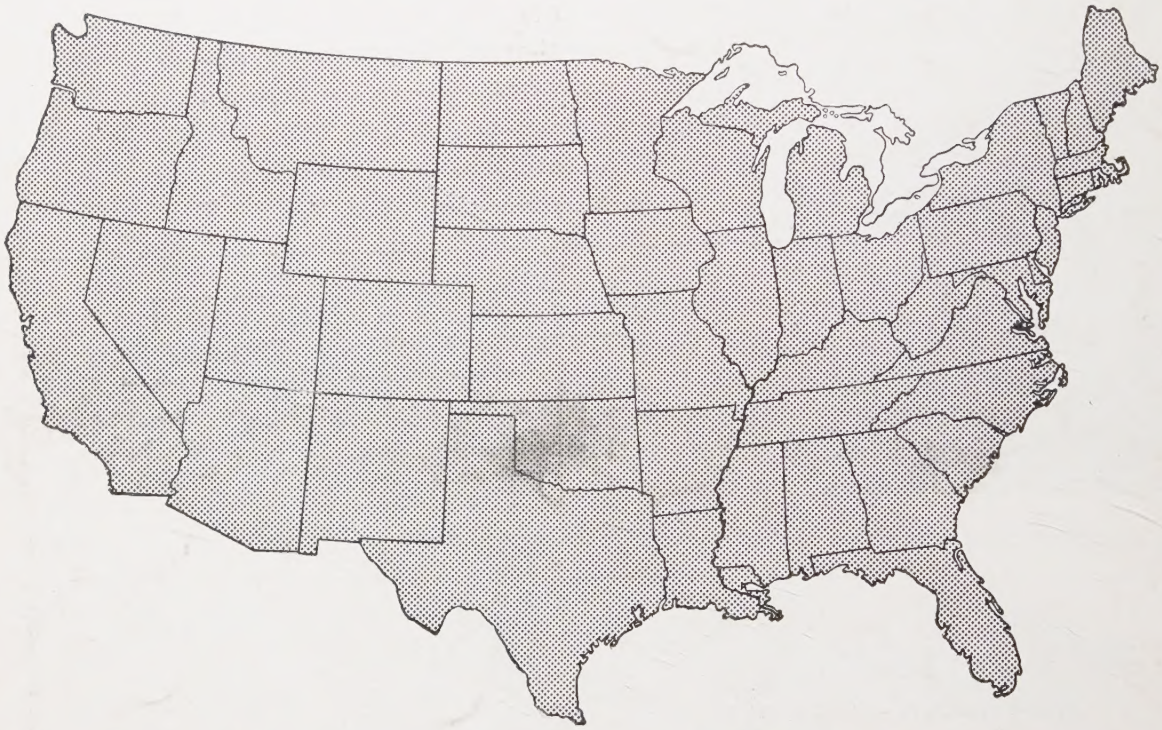
Central Optical Company

P. O. Box 526
Mobile 4, Ala.

104 E. MAIN ST.
Dothan, Ala.

Every dot on this map represents

8 Trifocal Wearers!



Your trifocal patients are all around you!

THERE are roughly 42,500 dots on the above map. Multiplied by 8 it represents the more than 300,000 people wearing Univis trifocals today.

Yet, of all the Univis multifocals prescribed in 1947, more than 50% carried reading adds of 1.75D or greater . . . and only about 1.5% were trifocals. Based on these figures, *only about 1.5% of the people who need trifocals have them.*

Where are your trifocal patients? Wherever there are people there are people who need trifocals.

• • •

Your trifocal patients are all around you!

335,260
~~326,791~~ ***pairs of Univis Trifocals have been prescribed***

THE UNIVIS LENS COMPANY • DAYTON 1, OHIO

UNIVIS LENSES
WITH SEGMENTS IN
GG-7